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ABSTRACT

This paper discusses a class project in which a broadcast education professor's students at Southern Arkansas University produced campus news stories for the local NBC affiliate--the affiliate ran the stories once a week on their newscasts. The paper begins with a short explanation of course requirements for Advanced Electronic News Gathering and how news stories are selected and reported. The paper continues with an edited videotape consisting of news stories recently produced and aired, followed by scripts of productions. Some of the scripts reproduced in the paper contain news stories about homecoming, non-traditional students, residence hall life, the business school, the political affairs club, and agriculture students and cattle ranching. The paper notes that in the course special attention is paid to video editing by phrase or complete sentence; writing in a conversational style; logical sequencing of shots; making sound bites meaningful; ensuring that "stand-ups" further story progression; utilizing natural sound where appropriate; and shooting footage whose composition and movement do not call attention to themselves. (NKA)

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"Producing University Television News Reports for a Network Affiliate."

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TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

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In 1990, I reached an agreement with the NBC affiliate near my institution to broadcast campus news stories on its newscasts once a week. Students in my Advanced Electronic News Gathering course are responsible for producing these reports, and I as executive producer critique them and suggest changes if necessary. These reports consist of hard and feature news events taking place at the university.

This intensive hands-on experience runs the gamut of news gathering and editing procedures students can expect to encounter in entry-level news reporting positions. They use industrial Super-VHS equipment in the production process and transfer completed stories to 3/4 inch videotape for broadcast by the NBC affiliate.

The program will begin with a short explanation of course requirements and how news stories are selected and reported. This will be followed by an edited videotape consisting of news stories recently produced and aired. Scripts of productions follow this page. VHS videotapes of these and other student-produced reports are available upon request.

Of significance to broadcast educators are the methods by which agreements can be reached with stations to air college news reports on stations serving communities adjacent to their institutions. In addition, special attention will be paid to: video editing by phrase or complete sentence; writing in a

conversational style; logical sequencing of shots; making sound bites meaningful; ensuring that stand-ups further story progression; utilizing natural sound where appropriate; and shooting footage whose composition and movement do not call attention to themselves.

HOMECOMING 1991
REPORTER: CHARLES PEARCE
TIME: 1:42

VIDEO	AUDIO
(MS, ALUMNI IN BRUCE CENTER)	(NATURAL SOUND UNDER) (REPORTER CHARLES PEARCE) A VARIETY OF EVENTS HIGHLIGHTED HOMECOMING FESTIVITIES AT SOUTHERN ARKANSAS UNIVERSITY.
(CU, SIGN/PAN RIGHT)	(NATURAL SOUND UNDER) REUNIONS WERE HELD FOR THE CLASSES OF 1951, '66, AND '81.
(MS, TABLE SETTINGS)	(NATURAL SOUND UNDER) AN ALUMNI LUNCHEON AND ANNUAL MEETING WAS HELD IN THE BRUCE CENTER.
(MS, SMITH AT TABLE)	(NATURAL SOUND UNDER) THE OLDEST OF THE ALUMNI ATTENDING WAS ODESSA SMITH, A 1919 GRADUATE OF MAGNOLIA A & M.
(MCU, CORSAGE)	(NATURAL SOUND UNDER) WEARING CORSAGES FOR IDENTIFICATION, THREE DISTINGUISHED ALUMNI WERE HONORED FOR EXCELLENCE IN THEIR PROFESSIONS.
(CU, KELLY) CG: LOIS GEAN KELLY MAGNOLIA BUSINESSWOMAN	(LOIS GEAN KELLY) IN: "THE SCHOOL HAS MEANT..." OUT: "...DIDN'T EXIST LONG AGO."
(MS, NORRIS)	(NATURAL SOUND UNDER) (REPORTER CHARLES PEARCE) DR. DAVID NORRIS IS STUDENT AFFAIRS VICE PRESIDENT AT SOUTHEASTERN OKLAHOMA UNIVERSITY.
(CU, NORRIS)	(DAVID NORRIS) IN: "IT'S AN HONOR..." OUT: "...PEOPLE THEY EVEN PICK."
(MS, COUCH WITH ALUMNI)	(NATURAL SOUND UNDER) (REPORTER CHARLES PEARCE) DISTINGUISHED ALUMNUS DR. RUTH COUCH WAS THE FIRST FACULTY MEMBER TO ACHIEVE FULL PROFESSOR STATUS AT ARKANSAS STATE UNIVERSITY-BEEBE.

VIDEO	AUDIO
(CU, COUCH)	(RUTH COUCH) IN: "I SIMPLY NEVER IMAGINED..." OUT: "...PEOPLE HERE TOOK WITH ME."
(MS, PEARCE) CG: CHARLES PEARCE SAU-MAGNOLIA	(REPORTER CHARLES PEARCE) ALL THE DISTINGUISHED ALUMNI HAD MANY DIFFERENT THINGS TO SAY ABOUT THEIR AWARD AND SAU. THE ONE THING THEY AGREED ON WAS THAT SAU HAS MADE GREAT STRIDES SINCE THEY WERE ATTENDING.
(MS, CEREMONY)	A HOMECOMING CEREMONY WAS HELD FOR ADDITIONS TO THE SAU HONOR WALL,
(WS, HONOR WALL)	NOW REPRESENTING 333 COMPLETED ENDOWMENTS.
(MS, BAPTIST CENTER SIGN)	THESE ACTIVITIES HELPED PAST AND PRESENT STUDENTS SHARE THE SPIRIT OF THEIR INSTITUTION.
(MS, ALUMNI REUNION)	(NATURAL SOUND UNDER) THIS IS CHARLES PEARCE REPORTING FROM SOUTHERN ARKANSAS UNIVERSITY.

THE SAU FARM
REPORTER: LEESA RICE
TIME: 2:07

VIDEO	AUDIO
(WS, CHICKEN HOUSES)	(NATURAL SOUND UNDER) (REPORTER LEESA RICE) THE SAU FARM, LOCATED ON THE SOUTHERN ARKANSAS UNIVERSITY CAMPUS IN MAGNOLIA, IS AN IMPORTANT PART OF AGRIBUSINESS IN THE ARK-LA-TEX.
(WS, FARM BUILDINGS)	WHEN THE SCHOOL WAS ESTABLISHED IN 1909, IT WAS NAMED STATE AGRICULTURAL AND MECHANICAL COLLEGE.
(MS, CATTLE)	THE FARM ORIGINATED ALONG WITH THE SCHOOL.
(WS, BACKHOE LOADING TRUCK)	IN THE 83-YEAR HISTORY OF THE FARM, IT HAS GROWN TO ACCOMMODATE MORE PRODUCTION AND MORE STUDENTS.
(WS, FARMLAND)	THE SAU FARM ENCOMPASSES 630 ACRES,
(MCU, CHICKENS)	AND HOUSES CHICKENS,
(CU, BEEF CALF)	BEEF CATTLE,
(WS, DAIRY CATTLE)	DAIRY CATTLE,
(WS, HOGS)	HOGS,
(WS, SHEEP)	AND SHEEP.
(CU, EGGS)	IT PRODUCES VARIOUS PRODUCTS THAT SERVE BOTH SAU AND THE COMMUNITY.
(CU, SIGN)	CON-AGRA BROILER COMPANY OF EL DORADO IS CONTRACTED THROUGH THE FARM TO BUY BROILER CHICKENS.
(MS, MILK MACHINES)	(NATURAL SOUND UNDER) THE MILK IS SOLD TO CENTRAL ARKANSAS MILK PRODUCERS OF LITTLE ROCK.
(MCU, PORTERFIELD) CG: LEWIS PORTERFIELD SAU FARM FOREMAN	(LEWIS PORTERFIELD) IN: "BUT WE ARE A STATE..." OUT: "...BACK TO THE STATE."

VIDEO	AUDIO
(MS, FARM WORKER USING TORCH)	(REPORTER LEESA RICE) THE SAU FARM EMPLOYS MORE THAN 40 STUDENTS.
(WS, FARM WORK/PAN RIGHT)	(NATURAL SOUND UNDER) THESE WORKERS PROVIDE FOR THE DAILY UPKEEP ON THE FARM.
(MCU, PIGS)	(NATURAL SOUND UNDER) IN ADDITION TO THE PRODUCTS AND SERVICES PROVIDED BY THE SAU FARM,
(MS, RESEARCH PROJECT)	STUDENTS AND FACULTY ARE ALSO INVOLVED IN RESEARCH.
(MS, ROGERS) CG: DAN ROGERS SAU AG STUDENT	(DAN ROGERS) IN: "ON THE ANIMAL WASTE..." OUT: "...LEFT IN THIS DIGESTER."
(WS, CLASSROOM)	(REPORTER LEESA RICE) THESE RESEARCH METHODS PROVIDE AGRICULTURE STUDENTS WITH KNOWLEDGE THAT MAY SOMEDAY AID THEM IN THEIR CAREERS.
(WS, CHILDS HALL)	STUDENT ENROLLMENT IN AGRICULTURE IS INCREASING.
(MS, AG STUDENTS)	MANY OF THESE STUDENTS WORK ON THE SAU FARM TO SUPPORT THEMSELVES THROUGH COLLEGE.
(MS, RICE) CG: LEESA RICE SOUTHERN ARKANSAS UNIVERSITY	THE SOUTHERN ARKANSAS UNIVERSITY FARM OFFERS EXPERIENCE TO STUDENTS OF SAU AS WELL AS PROVIDING A SERVICE FOR THE COMMUNITY. THE FARM EMPLOYS STUDENTS WHO ARE MAJORING IN AGRICULTURE OR WHO ARE INTERESTED IN FARMING.
(MS, STUDENT WITH PROFESSOR)	AGRICULTURAL STUDENTS ARE GETTING THE BENEFIT OF TRAINING AS THE STATE AND COMMUNITY RECEIVE BETTER FARMERS.
(WS, BROILER CHICKENS)	(NATURAL SOUND UNDER) THIS IS LEESA RICE REPORTING FROM SOUTHERN ARKANSAS UNIVERSITY.

RESIDENT HALL LIFE
REPORTER: ROBIN STEPHENS
TIME: 1:40

VIDEO	AUDIO
(WS, BRUCE CENTER)	(NATURAL SOUND UNDER) (REPORTER ROBIN STEPHENS) THE BEGINNING OF THE 1991 SCHOOL YEAR AT SOUTHERN ARKANSAS UNIVERSITY BROUGHT A TREMENDOUS RISE IN STUDENT ENROLLMENT.
(WS, GREEK WEEK)	868 OF THESE STUDENTS LIVE IN ON CAMPUS HOUSING.
(WS, GREENE HALL)	THE FRESHMEN ARE SET APART AND HOUSED SEPARATELY.
(TS, GREENE HALL SIGN)	THE FRESHMEN MALES ARE HOUSED IN GREENE HALL,
(TS, HARROD HALL)	WHILE THE FRESHMEN FEMALES ARE IN HARROD HALL.
(TS, TALLEY HALL)	ALL UPPERCLASS MALES ARE HOUSED EITHER IN TALLEY HALL,
(TS, TALBOT HALL SIGN)	OR IN TALBOT HALL.
(WS, BUSSEY HALL)	THE UPPERCLASS FEMALES ARE HOUSED IN BUSSEY HALL
(TS, NELSON HALL SIGN)	OR IN NELSON HALL.
(WS, TALBOT HALL EAST WING)	TALBOT HALL'S EAST WING IS RESERVED FOR UPPERCLASS MALES WITH A GRADE POINT AVERAGE OF 3.0.
(WS, NELSON HALL)	NELSON HALL IS THE UPPERCLASS FEMALE HONORS HALL.
(WS, PRIVATE ROOM/PAN RIGHT)	EACH RESIDENT IS GIVEN A FREE PRIVATE ROOM AND A REFRIGERATOR IN THESE HONOR AREAS.
(WS, GREENE HALL)	APART FROM THESE AREAS, STUDYING COULD BE RATHER DIFFICULT.
(MS, JEFF HOLCOMBE) CG: JEFF HOLCOMBE TALBOT HALL DIRECTOR	(JEFF HOLCOMBE) IN: "YEAH, NOISE IS A PROBLEM..."
(MS, GIRL RUNNING)	
(WS, WHEEL BARREL RACE/PAN RIGHT)	OUT: "...IT ALWAYS FLUCTUATES."

VIDEO	AUDIO
(WS, RESIDENT HALL LOBBY/PAN RIGHT)	(REPORTER ROBIN STEPHENS) THE ADMINISTRATION OF SAU IS TRYING TO MAKE CHANGES IN ITS IDEA OF RESIDENT HALL LIFE.
(MS, GREG CONWAY) CG: GREG CONWAY GREENE HALL RESIDENT ASSISTANT	(GREG CONWAY) IN: "LAST YEAR..." OUT: "...WITHIN THE HALLS."
(MS, ROBIN STEPHENS) CG: ROBIN STEPHENS SAU-MAGNOLIA	(REPORTER ROBIN STEPHENS) WITH THE REMODELING OF THE LOBBIES AND THE CABLE HOOKUPS IN THE ROOMS, THE ADMINISTRATION IS TRYING TO MAKE THE HALLS A LIVING AND LEARNING EXPERIENCE.
(WS, SHOWER STALL)	ALTHOUGH FEW RENOVATIONS HAVE BEEN COMPLETED, MORE HAVE BEEN PLANNED FOR LATER.
(WS, GREEK WEEK)	(NATURAL SOUND UNDER) THIS IS ROBIN STEPHENS REPORTING FROM SOUTHERN ARKANSAS UNIVERSITY.

ATHLETIC FEE
REPORTER: ROBERT MORRIS
TIME: 1:34

VIDEO	AUDIO
(MS, STUDENTS WALKING ON CAMPUS)	(NATURAL SOUND UNDER) (REPORTER ROBERT MORRIS) SOUTHERN ARKANSAS UNIVERSITY STUDENTS ARE BEING CHARGED MORE TO ATTEND SCHOOL THIS SEMESTER.
(CU, CHECK BEING WRITTEN)	ALONG WITH THE REGULAR INCREASE IN TUITION,
(WS, FOOTBALL PRACTICE)	(NATURAL SOUND UNDER) A FOUR DOLLAR PER CREDIT HOUR ATHLETIC FEE IS BEING IMPOSED.
(WS, BASEBALL GAME)	(NATURAL SOUND UNDER) THE ADDED FEE IS AN ATTEMPT TO RID THE UNIVERSITY OF ITS DEFICIT IN THE ATHLETIC DEPARTMENT.
(MS, ATHLETIC DIRECTOR)	ATHLETIC DIRECTOR W.T. WATSON EXPLAINS WHAT THE FEE PRESENTLY COVERS.
(MS, WATSON) CG: W.T. WATSON SAU ATHLETIC DIRECTOR	(W.T. WATSON) IN: "TRAVEL, COVERS THE..." OUT: "...QUALITY ATHLETIC PROGRAM."
(WS, STUDENT DISCUSSION)	(REPORTER ROBERT MORRIS) SOME STUDENTS FEEL THE FEE IS UNFAIR IN LIGHT OF THE REGULAR TUITION INCREASE.
(MS, CARS)	ONE COMMUTER FEELS THE FEE COULD BE COLLECTED IN A DIFFERENT MANNER.
(MS, COLEMAN) CG: CHRIS COLEMAN THEATRE MAJOR	(CHRIS COLEMAN) IN: "SO WHAT I THINK..." OUT: "...GAMES THAT ARE USELESS."
(WS, MORRIS) CG: ROBERT MORRIS SAU-MAGNOLIA	(REPORTER ROBERT MORRIS) THERE IS A QUESTION IN THE AIR AS TO HOW THE DECISION CAME ABOUT. MOST STUDENTS THINK IT WAS HANDLED STRICTLY BY THE BOARD OF TRUSTEES. BUT AS WE FOUND OUT, IT CAME FROM AN ACT OF THE STATE LEGISLATURE.

VIDEO	AUDIO
(WS, TENNIS PRACTICE) CG: VOICE OF W.T. WATSON (MS, STUDENTS WALKING)	(W.T. WATSON) IN: "THE LEGISLATURE AS YOU..." OUT: "...BEING TREATED AS IT IS."
(WS, BASEBALL SIGN)	(REPORTER ROBERT MORRIS) THE ATHLETIC FEE IS EXPECTED TO GENERATE ABOUT 260-THOUSAND DOLLARS FOR THE PROGRAM.
(WS, ATHLETIC BUS)	IT'S NOT CLEAR EXACTLY WHAT IMPROVEMENTS WILL BE MADE IN THE ATHLETIC DEPARTMENT WHEN THE DEFICIT IS CLEARED.
(MS, BASEBALL GAME)	(NATURAL SOUND UNDER) STUDENTS AND ATHLETES BOTH HOPE THE RESULTS WILL BE POSITIVE.
(WS, FOOTBALL KICKER)	(NATURAL SOUND UNDER) THIS IS ROBERT MORRIS REPORTING FROM SOUTHERN ARKANSAS UNIVERSITY.

BUSINESS SCHOOL
REPORTER: CHARLIE PEARCE
TIME: 1:49

VIDEO	AUDIO
(MS, PEACE HALL)	(NATURAL SOUND UNDER) (REPORTER CHARLIE PEARCE) THE SCHOOL OF BUSINESS AT SOUTHERN ARKANSAS UNIVERSITY IN MAGNOLIA HAS QUIETLY BECOME A NATIONALLY COMPETITIVE PROGRAM.
(MS, AWARD CABINET)	ALREADY VIEWED BY MANY AS THE BEST IN THE STATE,
(CU, PAPER)	THE SCHOOL CONTINUES TO GARNER COUNTLESS AWARDS AT COMPETITIONS ACROSS THE COUNTRY.
(MS, STUDENTS IN CLASS)	ACTIVITIES ARE FREQUENTLY SCHEDULED WHICH ALLOW BOTH STUDENTS AND FACULTY THE OPPORTUNITY TO VISIT WITH SOME OF THE MORE SUCCESSFUL BUSINESS EXECUTIVES.
(MS, WHITE) CG: DR. GAYLE WHITE DEAN, SCHOOL OF BUSINESS	(GAYLE WHITE) IN: "YOU KNOW, OUR STUDENTS..." OUT: "...TOP BUSINESS EXECUTIVES."
(MS, COMPUTER LAB)	(REPORTER CHARLIE PEARCE) IN ACCOUNTING ALONE, SAU STUDENTS HAVE MORE THAN TRIPLED THE STATE AVERAGE ON FIRST-TIME PASSAGE OF THE CPA EXAM.
(MS, PBL BANNER)	THE SCHOOL ALSO HAS THE LARGEST STATEWIDE MEMBERSHIP IN PHI BETA LAMBDA, THE OFFICIAL COLLEGE BUSINESS ORGANIZATION.
(MS, PEARCE) CG: CHARLIE PEARCE SAU-MAGNOLIA	THE ACCOMPLISHMENTS OF SAU'S SCHOOL OF BUSINESS HAVE BEEN RECOGNIZED THROUGHOUT THE COUNTRY. STUDENTS AND FACULTY MEMBERS AGREE THAT THERE ARE MANY REASONS WHY THIS PARTICULAR PROGRAM IS ONE OF THE BEST AMONG LEADING UNIVERSITIES.
(CU, RANKIN) CG: DR. DAVID RANKIN PROFESSOR OF BUSINESS	(DAVID RANKIN) IN: "I THINK WE'VE CERTAINLY..." OUT: "...OF A SUCCESSFUL PROGRAM."

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VIDEO	AUDIO
(MS, RANKIN AT PODIUM)	(REPORTER CHARLIE PEARCE) IN A RECENT BUSINESS TOUR OF RUSSIA, DR. RANKIN OBSERVED THAT AMERICAN COLLEGES NEED A PROGRAM FOR SOVIET STUDENTS, AND THE POSSIBILITY NOW EXISTS THAT SAU WILL BECOME A PART OF A TEACHER-STUDENT EXCHANGE PROGRAM.
(CU, NEW BUILDING)	A NEW FACILITY, THE BUSINESS-AGRI BUILDING, IS EXPECTED TO BE COMPLETED BY THE FALL OF 1993.
(MS, BULLETIN BOARD/ZOOM IN)	THESE POSSIBLE ADDITIONS WILL NO DOUBT STRENGTHEN THE PROGRAM AND HELP STUDENTS PREPARE FOR A CHALLENGING JOB MARKET.
(MS, PEACE HALL SIGN)	(NATURAL SOUND UNDER) THIS IS CHARLIE PEARCE REPORTING FROM SOUTHERN ARKANSAS UNIVERSITY.
	NEWS ANCHOR: THESE REPORTS ARE PRODUCED EACH WEEK BY THE ADVANCED ELECTRONIC NEWS GATHERING STUDENTS AT SOUTHERN ARKANSAS UNIVERSITY IN MAGNOLIA.

NON-TRADITIONAL STUDENTS
REPORTER: GARY BROWN
TIME: 1:35

VIDEO	AUDIO
(MS, NON-TRADS)	(NATURAL SOUND UNDER) (REPORTER GARY BROWN) SOUTHERN ARKANSAS UNIVERSITY IS BECOMING AN INSTITUTION OF CHOICE FOR MORE NON-TRADITIONAL STUDENTS EACH SEMESTER.
(MS, STUDENTS WITH NON-TRAD)	(NATURAL SOUND UNDER) AS A RESULT, A CAMPUS ORGANIZATION HAS BEEN FORMED DEALING WITH THEIR MUTUAL NEEDS AND CONCERNS.
(WS, NON-TRAD MEETING)	THE NON-TRADS, AS THEY ARE CALLED, MEET ONCE A MONTH TO INSURE THEY HAVE A VOICE IN CAMPUS MATTERS.
(MCU, WARREN) CG: SHARON WARREN NON-TRAD FOUNDER	(SHARON WARREN) IN: "BECAUSE NON-TRADS..." OUT: "...NON-TRADITIONAL STUDENT."
(MS, NON-TRADS STUDYING)	(REPORTER GARY BROWN) NON-TRADITIONAL STUDENTS BRING A WIDE VARIETY OF BACKGROUNDS INTO THE ORGANIZATION.
(MCU, TRUDELL)	PRESIDENT SONIA TRUDELL IS A COSTUME DESIGNER FOR SAU PLAYS AND MUSICALS.
(MCU, WALDEN)	VICE PRESIDENT BUTCH WALDEN IS A PHYSICAL EDUCATION MAJOR.
(MS, McDONALD)	ANYTA McDONALD IS A BROADCASTING MAJOR WHO WORKS PART-TIME AS AN SAU SECRETARY.
(MS, WIGGINS HANDING OUT MAIL)	ART MAJOR TREVA WIGGINS WORKS IN THE SAU POST OFFICE TO SUPPLEMENT HER INCOME.
(CU, WIGGINS) CG: TREVA WIGGINS NON-TRADITIONAL STUDENT	(TREVA WIGGINS) IN: "WE DO APPRECIATE..." OUT: "...IMPORTANCE OF IT."
(WS, BROWN WITH NON-TRADS) CG: GARY BROWN SOUTHERN ARKANSAS UNIVERSITY	(REPORTER GARY BROWN) THE ORGANIZATION IS OPEN TO ALL OF SAU'S NON-TRADITIONAL STUDENTS, AND SERVES AS A SUPPORT GROUP AND A VOICE ON CAMPUS.

VIDEO	AUDIO
(MS, CORTEZ)	ADVISING THE NON-TRADITIONAL ORGANIZATION IS THEATRE AND COMMUNICATION DEPARTMENT CHAIRMAN, DR. JERRY CORTEZ.
(MS, CORTEZ ADVISING McDONALD)	A RECENT SAU STUDY SHOWED MORE NON-TRADS WOULD BECOME STUDENTS BY THE TURN OF THE CENTURY.
(MS, WIGGINS/PAN RIGHT)	UNDERSTANDING THEIR UNIQUE CONCERNS AS STUDENTS WILL HELP THE INSTITUTION BY EFFECTIVELY UTILIZING THEIR ABILITIES.
(MS, STUDENTS)	(NATURAL SOUND UNDER) THIS IS GARY BROWN REPORTING FROM SOUTHERN ARKANSAS UNIVERSITY.
	NEWS ANCHOR: THESE REPORTS ARE PRODUCED EACH WEEK BY THE ADVANCED ELECTRONIC NEWS GATHERING STUDENTS AT SOUTHERN ARKANSAS UNIVERSITY IN MAGNOLIA.

POLITICAL AFFAIRS CLUB
REPORTER: BRAD LANE
TIME: 2:04

VIDEO	AUDIO
(WS, FORUM AREA)	(NATURAL SOUND UNDER) (REPORTER BRAD LANE) THE POLITICAL AFFAIRS CLUB AT SOUTHERN ARKANSAS UNIVERSITY RECENTLY HELD FORUMS INVOLVING SEVERAL AREA CANDIDATES.
(MS, COUNTY JUDGE)	THESE MEETINGS BROUGHT TOGETHER THOSE RUNNING IN LOCAL, STATE AND NATIONAL RACES.
(MS, CLERK CANDIDATE)	LOCAL CANDIDATES RUNNING FOR COUNTY JUDGE AND COUNTY CLERK WERE FEATURED AT ONE FORUM, ALONG WITH TWO OTHERS SEEKING A STATE SENATE SEAT.
(MS, MALONE AND ROSS)	THIS STATE RACE INCLUDED INCUMBENT MIKE ROSS AND CHALLENGER PERCY MALONE, BOTH OF WHOM WAGED BITTER CAMPAIGNS.
(MCU, ROSS) CG: MIKE ROSS DISTRICT 3 SENATOR	(MIKE ROSS) IN: "MR. MALONE MAY ...." OUT: "....PEOPLE THAT YEAR."
(WS, WATT/ZOOM IN)	(REPORTER BRAD LANE) THE CAMPUS CLUB RESPONSIBLE FOR THESE POLITICAL FORUMS WAS REINSTATED ON THE MAGNOLIA CAMPUS LAST YEAR BY DR. DONALD WATT, WHO NOW SERVES AS THE FACULTY ADVISOR.
(WS, STUDENTS)	HE SAYS THAT THE FORUMS HELP STUDENTS STAY INFORMED ON CURRENT ISSUES IN POLITICS.
(CU, WATT) CG: DR. DONALD WATT POLITICAL SCIENCE PROFESSOR	(DONALD WATT) IN: "IT HAS BEEN ...." OUT: "....THE UNITED STATES."
(MS, CANDIDATES/PAN RIGHT)	(REPORTER BRAD LANE) THE SECOND FORUM CONSISTED OF CANDIDATES VYING FOR THE U.S. 4TH CONGRESSIONAL DISTRICT SEAT.
(MS, MCCUEN)	BILL MCCUEN EDGED OUT PAT PAPPAS IN THE PRIMARY ELECTION HELD MAY 26TH, THEN IN A RUNOFF DEFEATED INCUMBENT BERYL ANTHONY, WHO DID NOT ATTEND THE FORUMS.
(MS, LANE) CG: BRAD LANE SOUTHERN ARKANSAS UNIVERSITY	IN: "TWO POLITICAL FORUMS..." OUT: ....THE GENERAL ELECTION."

VIDEO	AUDIO
(CU, CLARK) CG: JIM CLARK POLITICAL AFFAIRS CLUB	(JIM CLARK) IN: "I WOULD LIKE..." OUT: ....A NEW FORUM."
(WS, CANDIDATES)	(NATURAL SOUND UNDER) (REPORTER BRAD LANE) THIS IS BRAD LANE REPORTING FROM SOUTHERN ARKANSAS UNIVERSITY.
	NEWS ANCHOR: THESE REPORTS ARE PRODUCED EACH WEEK BY THE ADVANCED ELECTRONIC NEWS GATHERING STUDENTS AT SOUTHERN ARKANSAS UNIVERSITY.

AG STUDENTS/CATTLE RANCHING
REPORTER: ROBIN STEPHENS
1:36

VIDEO	AUDIO
(WS, CATTLE)	(NATURAL SOUND UNDER) (REPORTER ROBIN STEPHENS) SOUTHERN ARKANSAS UNIVERSITY AGRICULTURE STUDENTS ARE LEARNING THE LATEST IN CATTLE RANCHING TECHNIQUES.
(MS, CATTLE)	THE SAU FARM SPORTS VARIOUS BREEDS OF DAIRY AND BEEF CATTLE.
(MS, HOLSTEINS AND JERSEYS)	PRESENTLY, SAU HAS TWO BREEDS OF DAIRY CATTLE, HOLSTEIN AND JERSEY. IT WILL ACQUIRE SOME GUERNSEYS BY LATE JULY.
(WS, MILK TRUCK)	THE PROFIT FROM THESE COWS COMES FROM THE SALE OF MILK.
(CU, COW BEING MILKED)	(NATURAL SOUND UNDER) THE COWS ARE MILKED TWICE A DAY, 12 HOURS APART.
(MCU, FULLENWIDER) CG: BILL FULLENWIDER SAU FARM STAFF	(BILL FULLENWIDER) IN: "THE MILK TRUCK..."
(MS, CHECKING MILK LEVEL)	OUT: "...EVERY OTHER DAY."
(WS, BEEF CATTLE)	(REPORTER ROBIN STEPHENS) THE BREEDS OF BEEF CATTLE RAISED AT SAU ARE REGISTERED POLLED HEREFORDS, REGISTERED LIMOUSINS, AND BRAHMA-HEREFORD CROSS-BREEDS.
(MS, BEEF CATTLE)	THE PROFITS FROM THE BEEF CATTLE COME FROM THE SALE OF MEAT OR THE ANIMALS THEMSELVES.
(WS, NORRIS) CG: DR. RICHARD NORRIS AGRICULTURE PROFESSOR	(RICHARD NORRIS) IN: "WE'LL SELL SOME..." OUT: "...TWO YEARS OLD."
(WS, BEEF CATTLE)	(REPORTER ROBIN STEPHENS) AGRICULTURE STUDENTS ARE INVOLVED IN RESEARCH WITH IN-VITRO FERTILIZATION OF BEEF CATTLE.

VIDEO	AUDIO
(MS, BEEF CALVES)	THERE HAVE BEEN SEVERAL SUCCESSFUL PREGNANCIES.
(MCU, STEPHENS) CG: ROBIN STEPHENS SOUTHERN ARKANSAS UNIVERSITY	IN: "THE SAU FARM..." OUT: "...MILKING THE DAIRY COWS."
(CU, MILK BULB)	AS THE CATTLE INDUSTRY EXPANDS, SAU IS KEEPING PACE.
(CU, STUDENT ATTACHING MILKER)	THESE CATTLE-RANCHING TECHNIQUES WILL ALLOW SAU STUDENTS TO UTILIZE THEIR AGRIBUSINESS SKILLS.
(MS, DAIRY CATTLE)	(NATURAL SOUND UNDER) THIS IS ROBIN STEPHENS REPORTING FROM SOUTHERN ARKANSAS UNIVERSITY.

ANCHOR: THIS REPORT WAS PRODUCED BY THE ADVANCED ELECTRONIC NEWS GATHERING STUDENTS AT SOUTHERN ARKANSAS UNIVERSITY IN MAGNOLIA.